



**HALF-PINT**  
RESALE

## **Make your business or community resource known to thousands of area families by being a SUPPORTER OF HALF-PINT**

Half-Pint Resale is a twice-a-year consignment sale featuring clothing and goods for ages 0-12. Over 550 families participate by selling their gently used clothing and goods; generating extra income for their growing families. Over **350** volunteers support the sale by giving of their time. Over **2,000 parents, grandparents, and people who care for children** visit the three-day sale, saving money as they gear up their kids for the season to come. **With very little money and even less time**, you can reach all of these people with a message about your **local family related business or community resource**.

### **FLYERS IN SHOPPER BAGS**

Half-Pint is a bargain-shopper's haven! Shoppers of Half-Pint Resale are thrifty parents looking for highly-economic yet **QUALITY** strategies to aid in their growing families. Your flyer or coupon must offer a special discount or highlight a special opportunity or event. Flyers/coupons must be 1/4 page or postcard sized, in either color or black & white. Shopper bags will be stuffed at checkout throughout the public and half-price sale.

### **WEBSITE and SOCIAL MEDIA PRESENCE**

We love to let consignors, volunteers, and shoppers of Half-Pint know that you support growing families. Your support of Half-Pint makes a difference in this community! Supporters are featured on our home page during the three months prior to the last sale—there are nearly 40,000 hits to our website during that time. Supporters are also featured on our active Facebook page during that time, with at least 3 (but often as many as 5!) posts.

### **E-MAIL MENTIONS**

We send information about your business or event directly to our shoppers on our email list (nearly 5,000 on the list) which has an open rate of 25% or more on most emails. We will post information about your business/organization on our Facebook when you join, and then again prior to the sale and during the sale.

### **LOCAL NON-PROFIT DISCOUNT**

Non-profits are the heart of the community. Take \$50 off as our thanks (be sure to mention your status when you sign up!)

### **TIMELINE**

Check the Upcoming Sale section of the website for the dates of the next sale. Each sponsorship opportunity covers the time from agreement to two months after the upcoming sale. After you sign up, further details on timelines for fliers will be emailed to you.

**COST: \$300**